



# Calvert County, MD

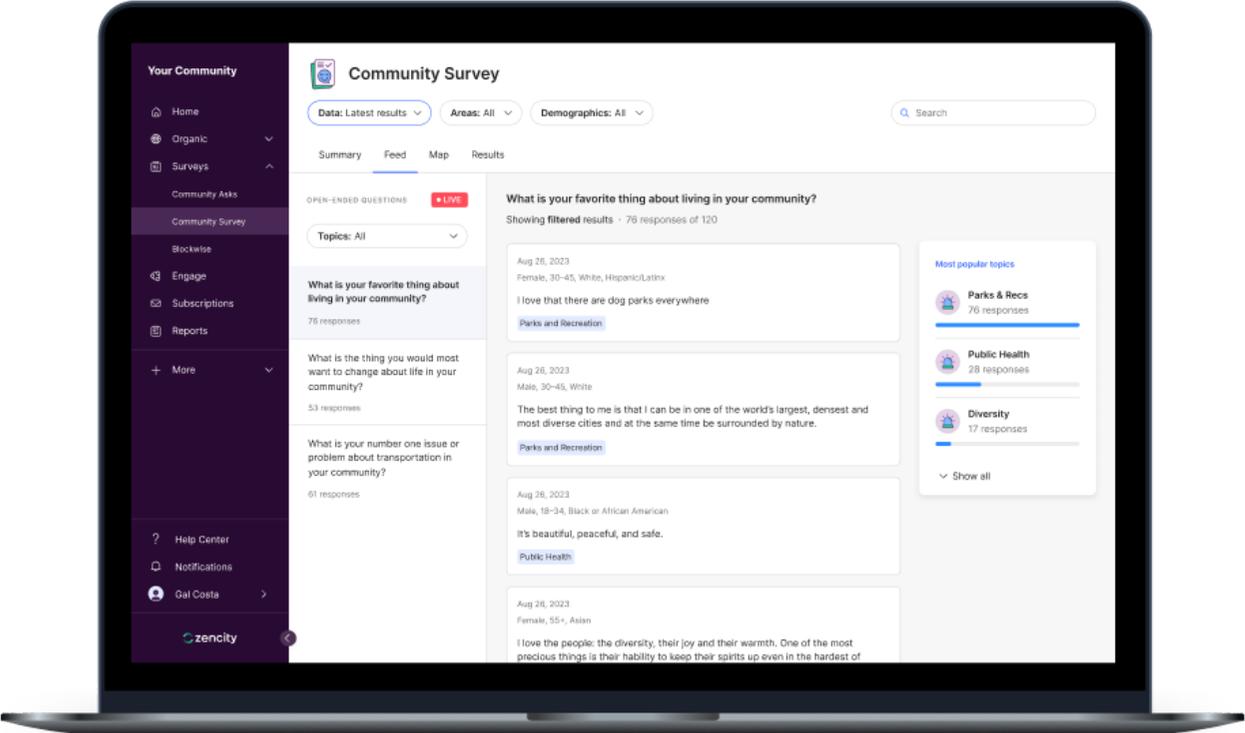
## Community Survey

August - October 2023

Powered by  Zencity

# The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.





## Survey Methodology

400 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between August - October 2023. An additional 229 responses were collected through the county's distribution efforts, including printed and/or dial-in phone surveys, which were used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Calvert County, MD. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

## Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

# Overall Satisfaction

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

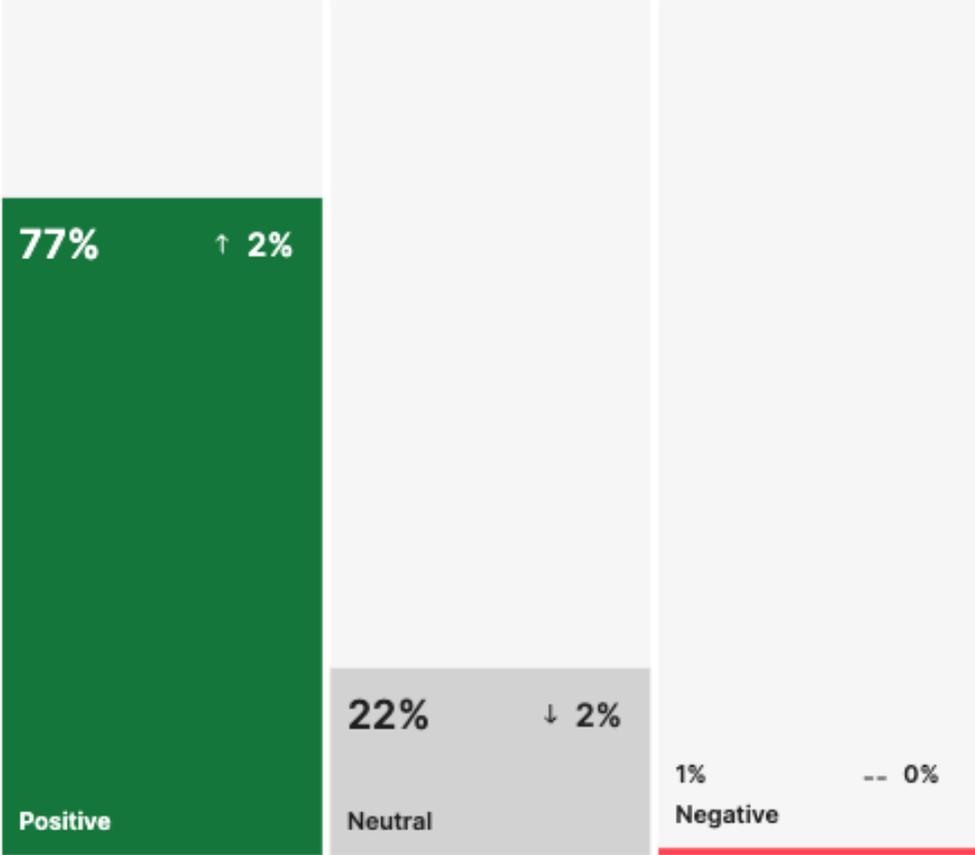
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative ( $\leq 1.5$ ). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up ( $\uparrow$ ) and down ( $\downarrow$ ) arrows will show the change in percentage points.

# 77%

of 400 surveyed residents are  
satisfied with life in Calvert  
County

↑ 2% vs. previous cycle



## These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative ( $\leq 1.5$ ). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

QUESTION	RESIDENT SATISFACTION
<b>How is the overall quality of life in Calvert County?</b>	70% • ↑ 3% 
<b>How likely are you to recommend Calvert County as a place to live?</b>	67% • ↑ 8% 
<b>How likely are you to be living in Calvert County 5 years from now?</b>	65% • ↑ 1% 
<b>Average rating from the Community Characteristics questions</b>	66% • ↑ 2% 

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# Across the Community

# Zencity Community Survey

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AREA	RESIDENT SATISFACTION
1	80% • ↑ 6% 
2	77% • ↑ 4% 
3	75% • ↓ 4% 

# Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (\*). Use these scores with caution.

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DEMOGRAPHIC	GROUP	SCORE	N
<b>Age</b>	18-34	68% *	39
<b>Age</b>	35-54	74%	107
<b>Age</b>	55+	85%	239
<b>Education</b>	High school degree or less	70%	69
<b>Education</b>	Some college or college degree	78%	232
<b>Education</b>	Higher education degree	82%	91
<b>Ethnicity</b>	White	79%	331
<b>Gender</b>	Female	82%	276

DEMOGRAPHIC	GROUP	SCORE	N
<b>Gender</b>	Male	73%	116
<b>Income</b>	\$49,999 or less	58% *	41
<b>Income</b>	\$50,000-\$149,999	79%	173
<b>Income</b>	\$150,000 or more	79%	118
<b>Income</b>	Prefer not to say	77%	92

# Life in Calvert County

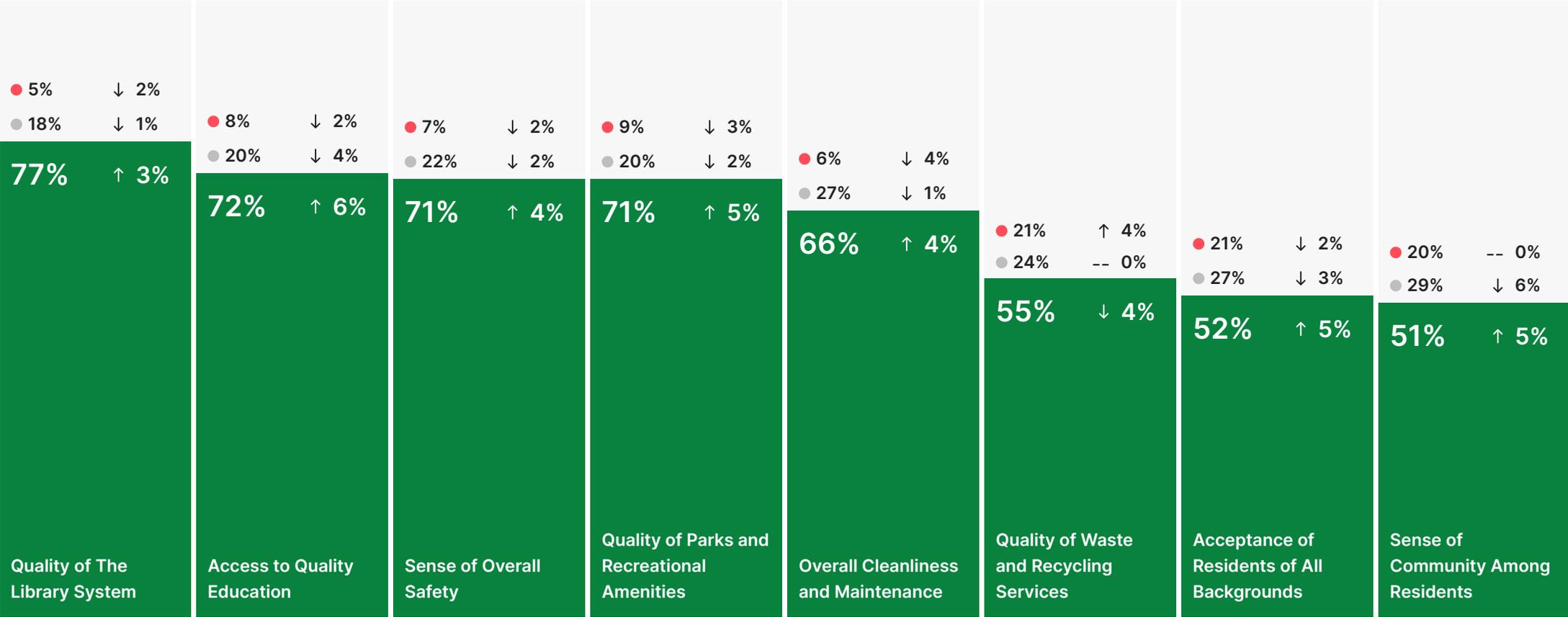
The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

# Zencity Community Survey

Calvert County, MD  
August - October 2023

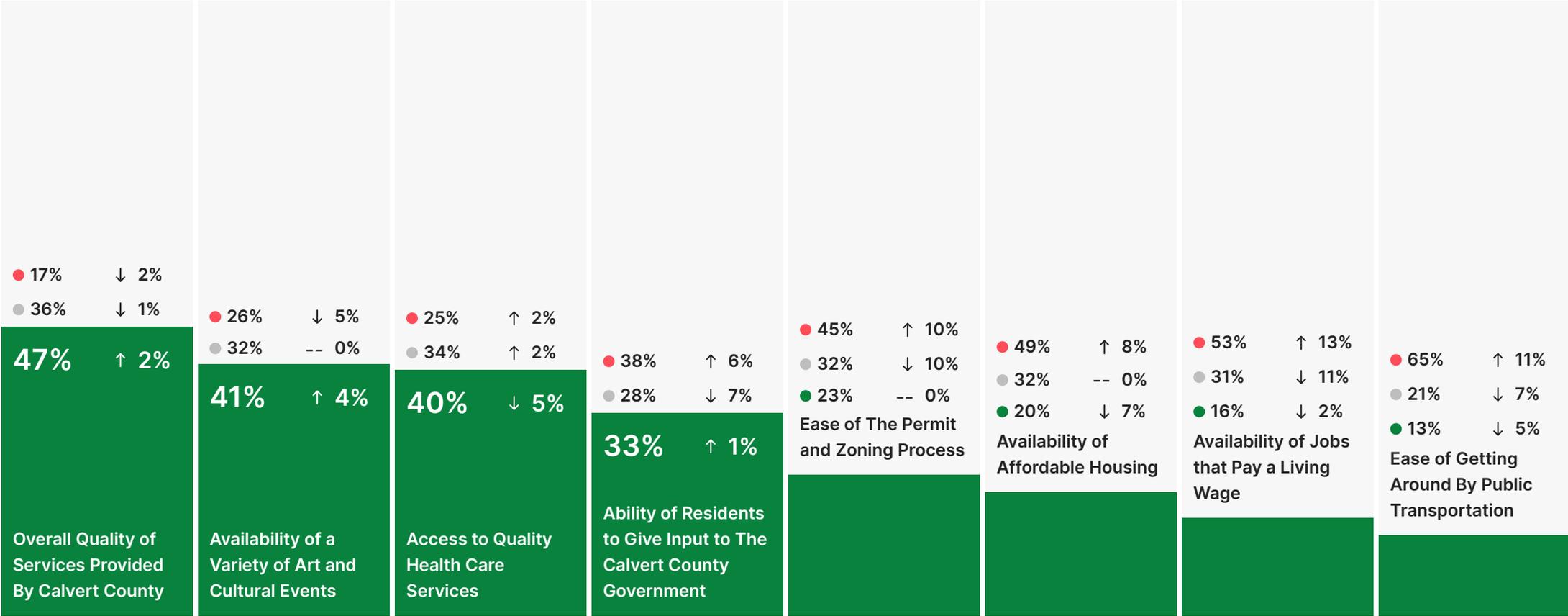
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# Zencity Community Survey

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## The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

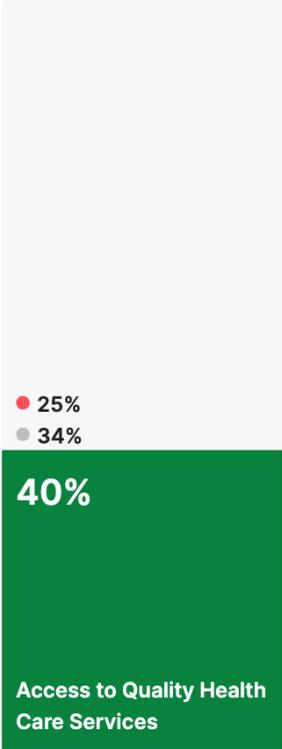
### Maintain

High-scoring characteristics with strong correlation to overall satisfaction



### Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



# Strengths

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably high score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (\*). Use these scores with caution.

# 71%

## of residents are satisfied with the sense of overall safety

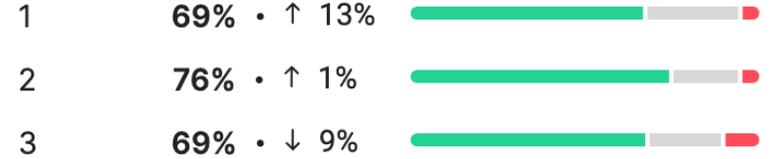
↑ 4% vs. previous cycle



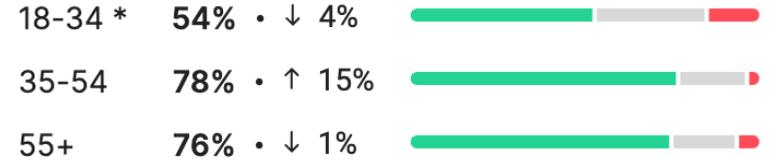
Neutral  
**22%** • ↓ 2%

Dissatisfied  
**7%** • ↓ 2%

### AREA



### AGE



### GENDER



# In Focus

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably low score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (\*). Use these scores with caution.

# 40%

of residents are satisfied with the access to quality health care services

↓ 5% vs. previous cycle



Neutral  
**34%** • ↑ 2%

Dissatisfied  
**25%** • ↑ 2%

AREA

1	45% • ↑ 6%	
2	36% • ↓ 17%	
3	40% • ↓ 9%	

AGE

18-34 *	33% • ↓ 14%	
35-54	28% • ↓ 6%	
55+	57% • ↑ 4%	

INCOME

\$49,999 or less *	39% • ↓ 7%	
\$50,000-\$149,999	45% • ↓ 1%	
\$150,000 or more	34% • ↓ 9%	

# Community Benchmark

## How we compare Calvert County, MD to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

## These are some of the communities represented in your cohort

**Density** is calculated by people per square mile of land area.

**Diversity** is measured by percentage of people who are not in the largest race or ethnicity group.

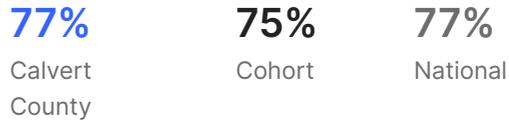
**Median income** is the median annual dollars of income per household.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME (\$)
<a href="#">Calvert County, Maryland</a>	92,094	432	15.54%	\$112,696
Howard County, Maryland	322,407	1,285	40.52%	\$124,042
Wicomico County, Maryland	103,222	276	31.48%	\$60,366
Carroll County, Maryland	168,233	376	7.10%	\$99,569
Washington County, Maryland	150,575	329	14.23%	\$63,510
Harford County, Maryland	253,736	580	18.98%	\$94,003

+ more communities with similar characteristics

*The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.*

The overall resident satisfaction in Calvert County is **2% higher** than its cohort.



- Calvert County
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Calvert County?	63%	63%	70%	
How likely are you to recommend Calvert County as a place to live?	62%	63%	67%	
How likely are you to be living in Calvert County 5 years from now?	64%	63%	65%	

0%    25%    50%    75%    100%

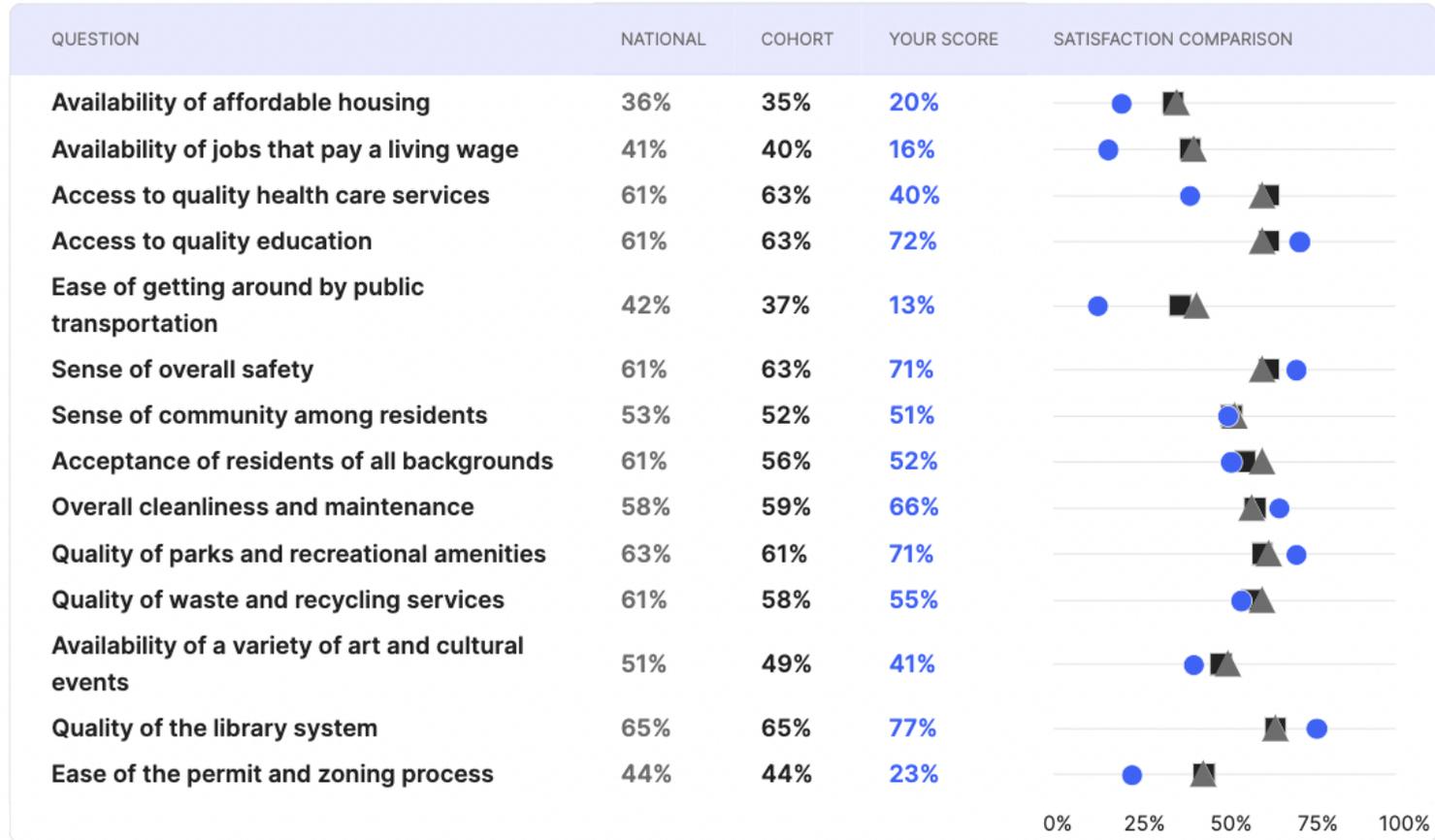
## Satisfaction with Life in Calvert County

Breakdown by characteristic

● Calvert County

■ Cohort

▲ National



# Free-Text Responses

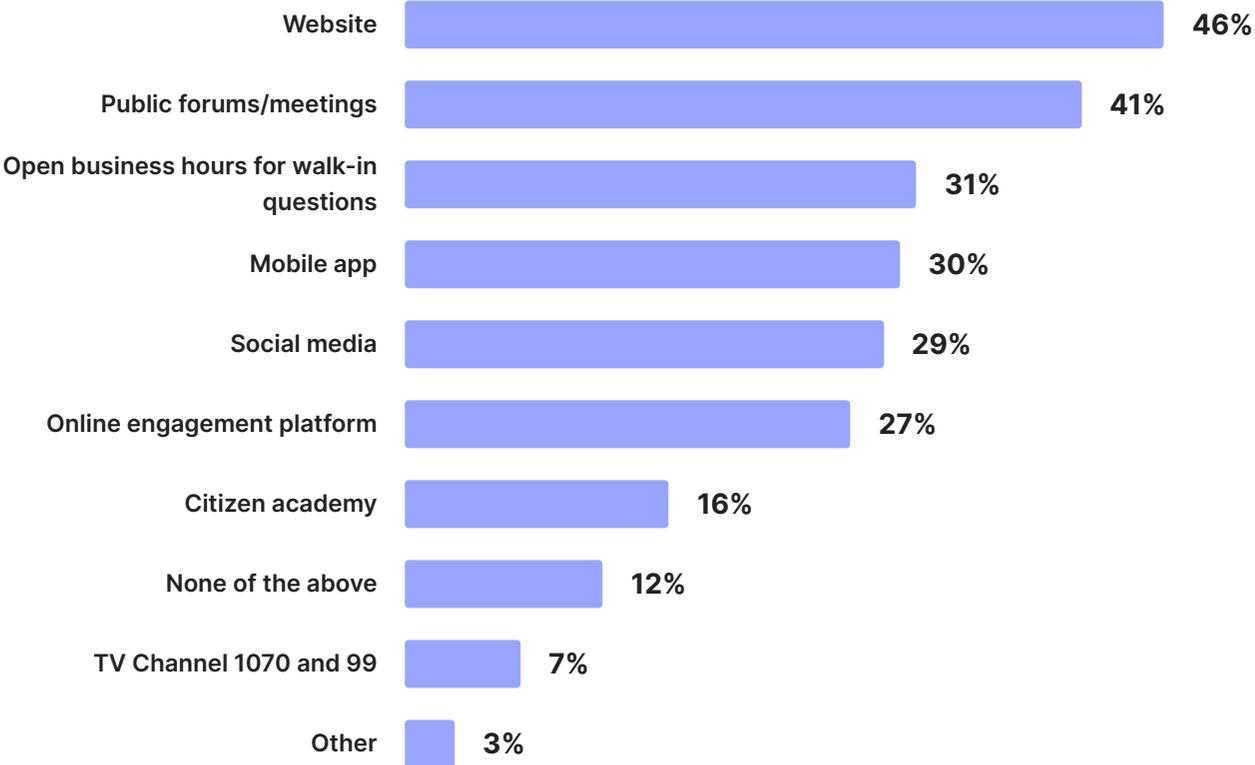


# Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

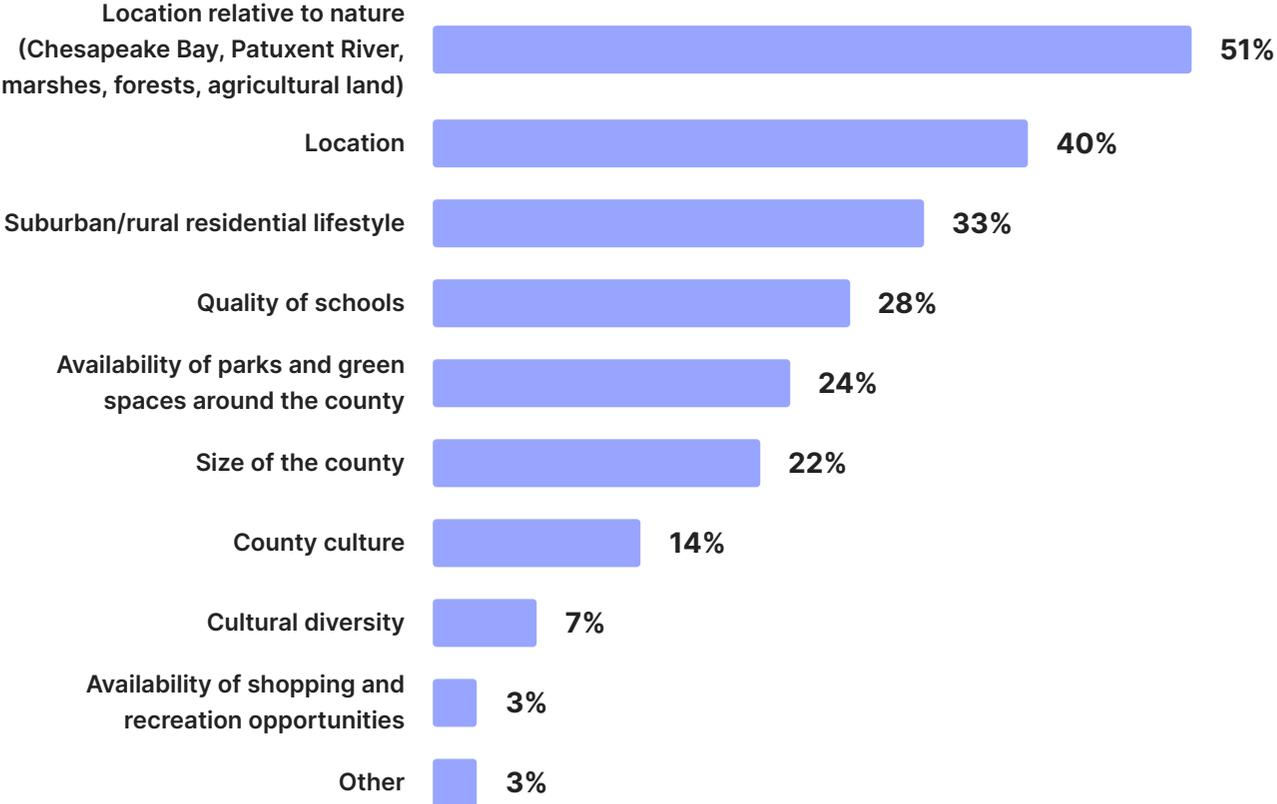
**46% of respondents indicated they would be interested in utilizing the County's website for community engagement.**

The question: Which of the following options for community engagement with Calvert County Government would you be interested in utilizing?



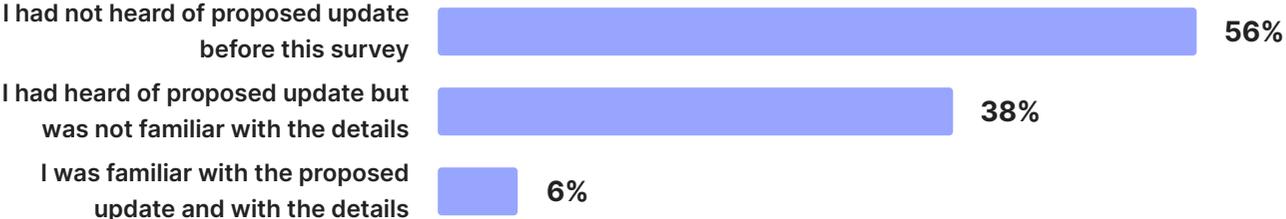
## 51% of respondents indicated Calvert County's location relative to nature makes it special.

The question: What makes Calvert County special compared to other communities in the region?



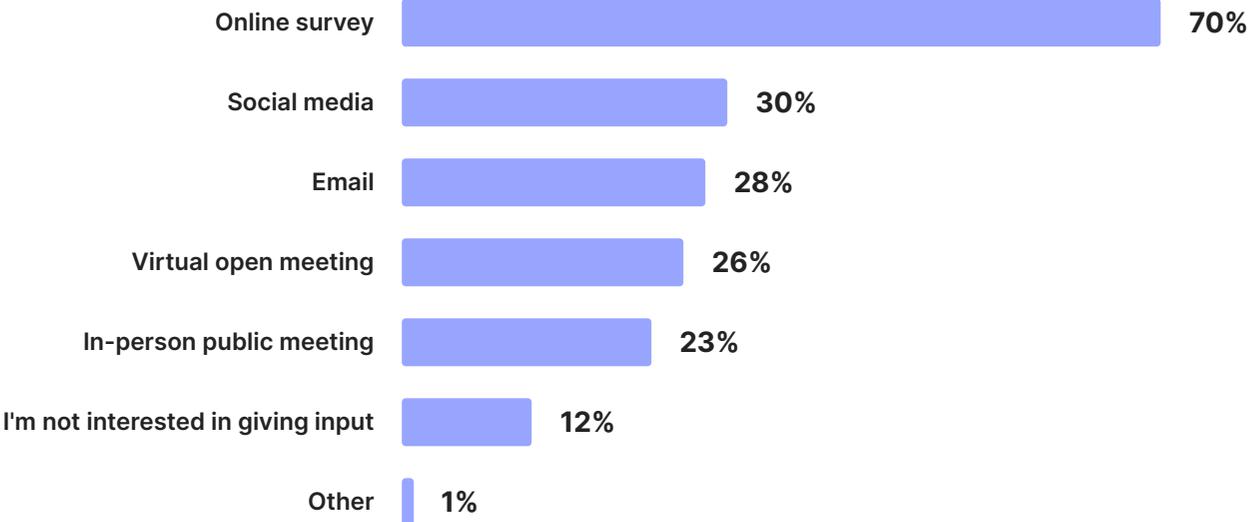
## 56% of respondents are not familiar with the proposed update to the Calvert County Zoning Ordinance.

The question: Prior to this survey, which best describes your familiarity with the proposed update to the Calvert County Zoning Ordinance?



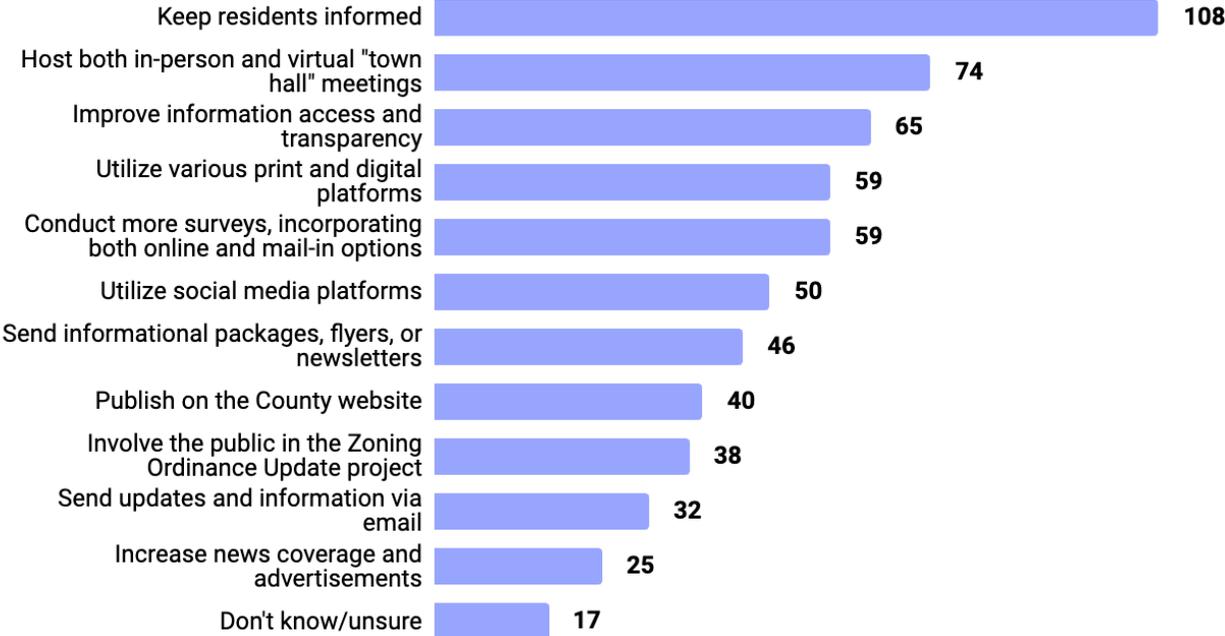
**70% of respondents indicated they would be interested in providing input to the Zoning Ordinance Update Project via online survey.**

The question: In which of the following ways would you be interested in providing input to the Zoning Ordinance Update Project?



**108 residents expressed interest in Calvert County providing advanced notice and ensuring continuous communication to keep them informed regarding the Zoning Ordinance Update project.**

The question: How can Calvert County make it easier for residents to participate in the Zoning Ordinance Update project?



# The Questionnaire

Section 1

## General Satisfaction

QUESTIONS	CHOICES
<b>How is the overall quality of life in Calvert County? *</b>	1 - 5 Scale (Poor - Excellent)
<b>How likely are you to recommend Calvert County as a place to live? *</b>	1 - 5 Scale (Very unlikely - Very likely)
<b>How likely are you to be living in Calvert County 5 years from now? *</b>	1 - 5 Scale (Very unlikely - Very likely)
<b>What is your favorite thing about living in Calvert County?</b>	Open Ended
<b>What is the thing you would most want to change about life in Calvert County?</b>	Open Ended

Section 2  
**Community  
Characteristics**

QUESTIONS
Availability of affordable housing
Availability of jobs that pay a living wage
Access to quality health care services
Access to quality education
Availability of a variety of art and cultural events
Ease of getting around by public transportation
Sense of overall safety
Sense of community among residents
Acceptance of residents of all backgrounds

QUESTIONS
Ability of residents to give input to the Calvert County government
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Quality of the library system
Quality of waste and recycling services
Ease of the permit and zoning process
Overall quality of services provided by Calvert County

## Section 3 Rotating Survey Section

QUESTIONS	CHOICES
<p><b>Which of the following options for community engagement with Calvert County Government would you be interested in utilizing? *</b></p>	<p>Open business hours for walk-in questions / Citizen academy / Public forums/meetings / Website / Mobile app / Social media / Online engagement platform / TV Channel 1070 and 99 / None of the above / Other</p>
<p><b>What makes Calvert County special compared to other communities in the region? *</b></p>	<p>Location / Size of the county / Cultural diversity / County culture / Availability of parks and green spaces around the county / Availability of shopping and recreation opportunities / Location relative to nature (Chesapeake Bay, Patuxent River, marshes, forests, agricultural land) / Quality of schools / Suburban/rural residential lifestyle / Other</p>
<p><b>Prior to this survey, which best describes your familiarity with the proposed update to the Calvert County Zoning Ordinance? *</b></p>	<p>I had not heard of proposed update before this survey / I had heard of proposed update but was not familiar with the details / I was familiar with the proposed update and with the details</p>
<p><b>In which of the following ways would you be interested in providing input to the Zoning Ordinance Update Project? *</b></p>	<p>In-person public meeting / Virtual open meeting / Online survey / Email / Social media / I'm not interested in giving input / Other</p>
<p><b>How can Calvert County make it easier for residents to participate in the Zoning Ordinance Update project?</b></p>	<p>Open Ended</p>

## Section 4 Demographics

QUESTIONS	CHOICES
<b>In what year were you born? *</b>	Open Ended
<b>Which of the following do you identify as? *</b>	Male / Female / Prefer to self-describe
<b>Please state the gender you identify as.</b>	Open Ended
<b>Which one of these statements best describes your current situation? *</b>	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Homemaker or family caregiver / Prefer not to say / Other
<b>Are you of Hispanic, Latino, or Spanish origin? *</b>	Yes / No / Prefer not to say
<b>What is your race? *</b>	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other

## Section 4

# Demographics

QUESTIONS	CHOICES
<b>Is your home: *</b>	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say
<b>What is the highest level of school you have completed or the highest degree you have received? *</b>	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
<b>Do any children under the age of 18 live in your household at least half of the time? *</b>	Yes / No / Prefer not to say
<b>Which category best represents your household's total income over the past year? *</b>	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more / Prefer not to say



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